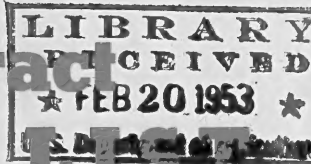


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



02.11
New Contract
PRICE LIST



1953 CROP

Hybrid Vegetables



Standard Varieties

- ★ SQUASH
- ★ CANTALOUPE
- ★ CUCUMBER
- ★ ONION
- ★ TOMATO
- ★ ASPARAGUS

DOUBLE-MILLED SEEDS
FROM SELECT STOCKS

*Grown in the Best Seed-Growing Sections
of Colorado and California*

Peto-Hollar Co.

ROCKY FORD :: COLORADO
VENTURA :: CALIFORNIA



DR. HOWARD PETO IN OUR BREEDING PLOTS

New Contract
PRICE LIST

LIBRARY
RECEIVED
★ FEB 20 1953 ★
U.S. DEPT. OF AGRICULTURE

1953 CROP

Hybrid Vegetables



- ★ Hybrid Cucumbers
- ★ Hybrid Tomatoes
- ★ Hybrid Onions
- ★ Hybrid Watermelons

A WIDE SELECTION OF TESTED
AND SUPERIOR HYBRIDS
ADAPTED TO YOUR GROWING AREA
GROWN ON OUR OWN FARMS

Muskmelon and Cantaloupe

POUNDS	PER LB.
Banana (OM)*	\$.94
Bender's Surprise (OM)	.94
Craig (OM)	1.20
Delicious Gold Lined (GM)	.94
Delicious Harris (OM)	1.10
Eden Gem (GM)	.98
Edwards Perfecto Improved (OM)	1.00
Emerald Gem (OM)	1.15
Far North (OM)	1.20
Golden Champlain (OM)	1.15
Hale's Best, Imp. Jumbo (OM)	.98
Hale's Best, No. 36 (OM)	.98
Hale's Best, No. 936 (OM)	1.00
Hearts of Gold, Improved (OM)	1.10
Honey Dew, Green Flesh (GM)	1.10
Honey Rock (OM)	1.00
Iroquois (OM)	1.15
Knight's Early (GM)	1.10
Mildew Resistant No. 45 (OM)	1.20
Netted Gem (Original) (GM)	.98
New Yorker (OM)	1.10
Pride of Wisconsin (OM)	1.10
Queen of Colorado (OM)	1.10
Rocky Ford (Genuine) (GM)	.98
Rocky Ford's Earliest (GM)	1.10
Schoon's Hardshell (OM)	1.10
Superfecto, Perfected Perfecto (OM)	1.10
Salmon Pink No. 101	1.10
S. R. No. 91	1.10
Texas Resistant No. 1 (OM)	1.20
Tip Top (OM)	1.10

* Orange Meat

Squash and Pumpkin

POUNDS

PER LB.

Benning's Green Tint Scallop	\$.70
Blue Banana	.87
Blue Hubbard	.85
Chicago Warty Hubbard	1.00
Cocozelle, Long Dark	.72
Connecticut Field	.75
Cushaw, Green Stripe	.75
Des Moines (Acorn or Table Queen)	.72
Early Prolific Straightneck (Improved)	.72
Early Summer Crookneck	.72
Early White Bush Scallop	.70
Early White Bush Scallop, Green Tint	.70
Giant Summer Crookneck	.75
Golden Hubbard	1.05
Improved Hubbard	1.00
King of Mammoths	.90
Large Sweet Cheese	.95
Royal Acorn or Mammoth Table Queen	.73
Small Sugar, New England Pie	.70
True Green Hubbard	.85
Zucchini, Black	.90
Zucchini, Grey	.90

ASPARAGUS

Mary Washington	1.00
Mary Washington 500	1.75

Cucumbers

POUNDS

PER LB.

..... A. & C.	\$.95
..... Arlington80
..... Black Diamond, Dark Green82
..... Boston Pickling85
..... Chicago Pickling85
..... Colorado95
..... Cubit	1.20
..... Davis Perfect	1.10
..... * EARLY SURECROP HYBRID	25.00
..... Earliest of All85
..... Early Cluster85
..... Early Fortune88
..... Early Frame, or Short Green88
..... Early Russian85
..... Improved Long Green94
..... Improved White Spine94
..... Klondyke94
..... Longfellow	1.10
..... Marketer	1.05
..... Model95
..... National Pickle85
..... Palmetto	1.40
..... Santee	1.40
..... Staygreen, Long Type	1.05
..... Staygreen, Short Type90
..... Snow's Perfection Pickle90
..... Straight Eight	1.05
..... Thorburn's Everbearing90
..... Vaughn	1.10
..... West India Gherkin	1.40
..... White Wonder	1.00

EARLY SURECROP

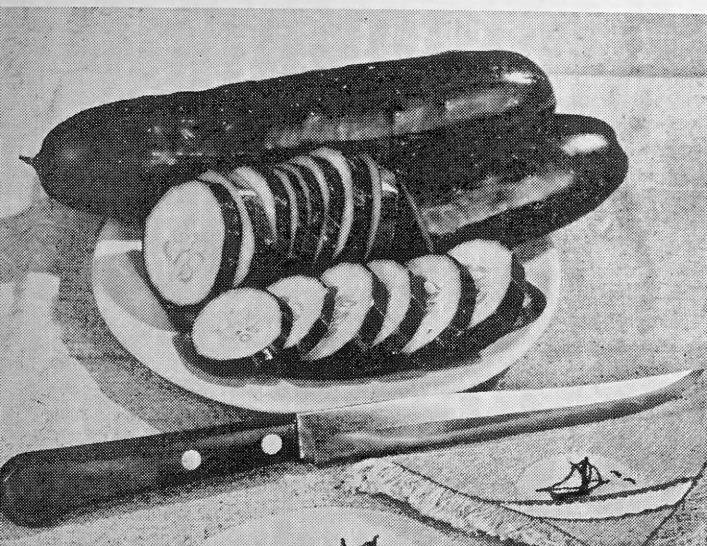
HYBRID CUCUMBER

58 Days — Disease Resistant Slicing Type

ALL-AMERICA WINNER

A.A.S. Bronze Medal for 1951

ALL-TIME ALL-AMERICAN 1953



Surecrop is no longer a novelty, but one of the most widely sold varieties.

As a commercial market-gardener item it is used from Canada to Mexico on repeat orders. As a home garden favorite it has no equal.

Fruits slender, blunt ends, 8 to 9 inches long, 2½ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

Vines outstandingly vigorous, with large protective leaves. Its resistance to Mosaic and Downy Mildew keeps the vines alive and productive long after most varieties have wilted. Suitable for market grower, greenhouse, as well as home garden use. May be used for both pickling and slicing by the home gardener. Photos available.

Early Prolific

HYBRID TOMATO

We are still "topping" the trials in various State Colleges around the country. The West Virginia University report is the latest one to come in. Early Prolific had the highest yield—in competition with the major competing hybrids now being offered.

An early, 60-day hybrid, in maturity class with Earliana, but with larger, smoother fruits, greatly increased yield, and better vine coverage.

Best adapted to eastern and northern U. S. Suitable for staking or trellising. First produced in 1948, Early Prolific continues to be one of our best Hybrids. A true Fl.

Early Hybrid 17x21

HYBRID TOMATO

One of the first Hybrid Tomatoes to be produced from a male-sterile parent. We have been selling this for several years but this is the first year it has been offered in our catalog. Its continued excellent performance as a "very first early" demands its general release. Several days earlier than Earliana or Valiant, but with larger fruit. Open vine. Good dark red color, excellent flavor. An outstanding home-garden tomato for central, eastern and northern U. S.

Early Delicious

HYBRID TOMATO

This Hybrid won first place in yield in competition with 72 Hybrid and Standard varieties in one eastern college trial, and was awarded a No. 1 rating.

Widely adapted. Strong, vigorous vine, medium covering, indeterminate. Fruit medium large, intermediate globe, color deep dark red, very smooth and free from cracking, uniform in shape and size, thick fleshed and good mild flavor.

An Extra Early—55 days. Tests in Kansas, Wisconsin, and Pennsylvania show it to be an outstanding "Early" with wide adaptation. Official yields at over 20 tons per acre.

Contract for Special Crops

Date_____195__

This is to certify that _____

Street_____ Postoffice_____ State_____

has placed an order for contract growing of seed, with the Peto-Hollar Co., as follows:

..... lbs. Hybrid Cucumber—Early Surecrop	@ \$ 25.00 per lb.
..... lbs. Hybrid Watermelon—Dixie Queen	@ \$ 15.00 per lb.
..... lbs. Hybrid Tomato—Early Giant	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—17 x 21	@ \$145.00 per lb.
..... lbs. Hybrid Tomato—Early Delicious	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—Early Prolific	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—Largo	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—Breeders	@ \$145.00 per lb.
..... lbs. Hybrid Tomato of Parentage x	@ \$ per lb.
..... lbs. Hybrid Tomato of Parentage x	@ \$ per lb.
..... lbs. Hybrid Tomato of Parentage x	@ \$ per lb.

This seed to be produced and delivered in merchantable condition after harvest. If germination of this seed falls below minimum set by law, the price is to be adjusted so that buyer only pays for the amount of seed at minimum germination rates, as set by law, contained therein.

TERMS: 1½% 10 days. Net 30 days after date of invoice to firms of approved rating. Prices F.O.B. Growing Station. Bags and insurance extra at value.

Signed_____ (Contracting Company)

Complying with the above order, we agree to plant sufficient plants and acreage to produce, under normal conditions, the specified amounts. We agree to exercise special care in all phases of production, and to protect the interests of the Contracting Company to the best of our ability.

Signed_____ (Grower)

PETO-HOLLAR warrants to the extent of the purchase price that seeds sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, expressed or implied

MEMO

20%

JOBBER
DISCOUNT

This discount on vine seeds only (not Hybrids), and applicable only on orders of 50 lbs. or more of one variety, or total order of 300 lbs. or more.

PETO-HOLLAR CO.

ROCKY FORD, COLO.



VENTURA, CALIF.

- | | |
|--------------|----------------------|
| ★ Cantaloupe | ★ Hybrid Watermelons |
| ★ Cucumber | ★ Hybrid Tomatoes |
| ★ Squash | ★ Hybrid Cucumbers |
| ★ Watermelon | |

Specialist Breeders and Growers For The

— WHOLESALE SEED TRADE —

REBOL
THUCCOIO

09

... only to the ...
-11901 001 (2017-10-10) ...
... to ...
...
...

Early Giant Hybrid Tomato

Our best hybrid for combination of earliness and large fruit size. No other hybrid can equal it for size, and only the ponderosa types, among the standard varieties, are larger. Early Giant averages about one-third larger than Rutgers while being also earlier and more productive.

Tested as 49-48. Trial reports available from Kentucky University and Riverhead Long Island Experiment Stations.

Maturity varies with climate. Minnesota University reports Early Giant only two days later than Early Chatam. In other areas it is medium early. Good red color, fine quality, moderately open vine habit.

Breeders HYBRID TOMATO

An early mid-season tomato breed for the canner and green-wrap shipper. Its dark red color both inside and out is outstanding. Ships well but has no hard core. Best adapted to U. S. coastal areas, both East and West. But has also been used in Central U. S. with excellent success. Deep-round fruit shape, very smooth, modernately good vine coverage.

Largo HYBRID TOMATO

WILT RESISTANT

Main Crop — 70 Days

Widely adapted, even to areas where sunburning of tomatoes is severe. Best vine coverage. Very Strong F1 Hybrid Vigor. Larger than Rutgers, outyielding is by over 50 per cent in University conducted trials. Earlier than Rutgers.

This is the hybrid for your home garden customers who want large fruit size and maximum yield combined with quality. Fruits are globular to slightly flattened, bright red, solid fleshed and excellent flavor. Resistant to Fusarium wilt. Produces heavily over a long period of time. Suitable for staking and trellising.

Dixie Queen

Hybrid Watermelon

Early — 82 Days — Wilt Resistant

A true first generation Hybrid produced by hand controlled pollination; the cross of two carefully inbred and selected parent lines. Slightly earlier than regular Dixie Queen. Very uniform and vigorous growing. Strong resistance to fusarium the common wilt of watermelons. It produces from mid-August until frost.

Outstanding for its crisp, low fibre flesh, good strong watermelon flavor and for its excellent shipping and keeping quality. Very thin but extra tough rind, slightly darker in color compared to Dixie Queen. Fruit size 30 to 50 pounds. Seeds dark color.

***Granex* HYBRID ONION**

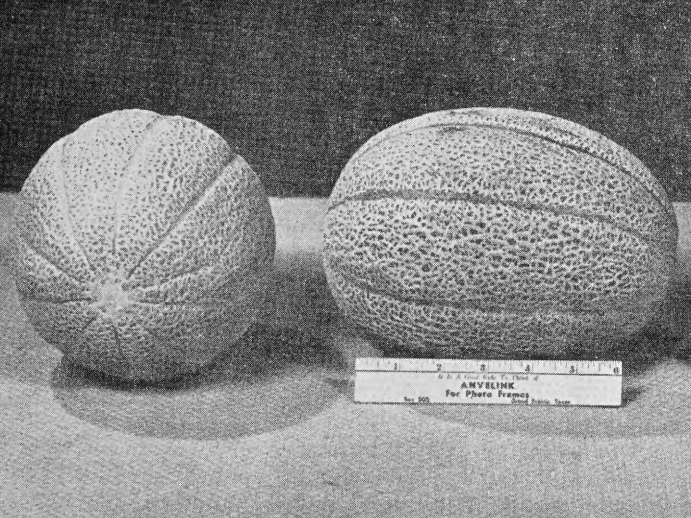
First produced by Dr. H. A. Jones, U.S.D.A., Beltsville, Maryland. Being used commercially in those areas where Excel is popular. Improved shape, better keeper, official yield 50 to 60 per cent greater than Excel. Supply Limited. Write for details.

***Standard* ONION VARIETIES**

Available on contract and for spot sales. Write quantity and varieties and we will quote.



*Write for Our Prices on Other Varieties
Your Special Strains Increased.*



HALE'S BEST JUMBO
Our strain is large and uniform

C O N T R A C T **VINE SEEDS**

Prices are F.O.B. growing station. Bags extra at market value. Terms are net 30 days to firms of approved rating, one and one-half percent 10 days from invoice date. These seeds sold under the limited warranty clause of the American Seed Trade Association.

Early Contracts Help You Receive Full Deliveries

Date.....1953

PETO-HOLLAR CO.

Rocky Ford, Colorado

On conditions of the preceding offer you may enter our order for the quantities and varieties indicated.

(Signed).....
(Customer's Signature)

Complying with the order given above, we are booking
you accordingly for items
containing pounds.

We agree to plant an acreage of each variety sufficient to produce, under normal conditions, the amount required to fill all contract orders and will accept only as late as is compatible with proper apportioning acreage. In the event of a short crop will fill pro-rata only.

PETO-HOLLAR CO.

Per

USE "SPECIAL CROP" CONTRACT FORMS FOR
HYBRID CONTRACTS AND PRICES.



**Mrs. Barbara Udsen, One of Our Skilled Technicians—
Seven Years Hybridizing Experience.**

Tomatoes NON-HYBRID

Select stocks only. Grown on our own farms in California, especially for the critical market-gardener seed trade. Wholesale only.

BOUNTY -----	\$3.75
EARLY PAK -----	4.50
EARLIANA -----	4.25
J. MORAN -----	4.50
PEARSON, IMPROVED -----	4.50
PENNHEART -----	5.25
PRITCHARD -----	4.50
RUTGERS -----	3.25
SAN MARZANO -----	8.50
(Large Fruited University Strain.)	
STOKESDALE -----	3.75
STONE, IMPROVED -----	3.75
VALIANT -----	4.00

*Write for Our Prices on Other Varieties
Your Special Strains Increased.*